THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	PHILYAW, Jeffry Jovan
U.S. Patent No.:	7,437,475
Confirmation No.:	3853
Issued:	October 14, 2008
Filed:	October 21, 2003
Group:	2151
Examiner:	MAUNG, Zarni
For:	METHOD AND APPARATUS FOR UTILIZING AN AUDIBLY CODED SIGNAL TO CONDUCT COMMERCE OVER THE INTERNET

Decisions & Certificates of Correction Branch
United States Department of Commerce
Patent and Trademark Office
Assistant Secretary of Commerce and Commissioner of Patents and Trademarks
Washington, D.C. 20231

Dear Sir/Madam:

RESPONSE TO DECISION REGARDING REQUEST FOR CERTIFICATE OF CORRECTION

In response to your decision letter of August 11, 2010, regarding Applicant's Request for Certificate of Correction in the above-identified patent, reconsideration of the denied request is respectfully requested in view of the following:

Patentee respectfully submits that the requested changes to U.S. Patent No. 7,437,475 do not change the scope of the allowed claims. The claims published in U.S. Patent No. 7,437,475 correspond to those found in the "Listing of the Claims" submitted in the Amendment dated July 2, 2008 (Exhibit A). The Amendment dated July 2, 2008 included amendments to the specification. However, no amendments to the claims were made in the Amendment dated July 2, 2008. The claims listed in the "Listing of the Claims" submitted in the Amendment dated July

2, 2008 were copied from the claim amendments made in the Preliminary Amendment dated June 22, 2004 (Exhibit B). When such claims were copied from the Preliminary Amendment, the strike-outs corresponding to deleted subject matter in the amendments made to Claim 1 were inadvertently retained in the "Listing of the Claims" submitted in the Amendment dated July 2, 2008. However, as discussed, no amendments to the claims were actually made in the Amendment dated July 2, 2008. The only amendments made to the Claims were those indicated in the aforementioned Preliminary Amendment dated June 22, 2004. In the Office Action dated April 3, 2008, the Examiner issued a nonstatutory double patenting rejection based upon the claims as presented in the Preliminary Amendment. The Patentee submitted a terminal disclaimer with the aforementioned Amendment dated July 2, 2008, and the Examiner issued a Notice of Allowability in response thereto.

In view of the foregoing, Patentee submits that the claims allowed by the Examiner are those as shown in the Preliminary Amendment dated June 22, 2004 and that the scope of the granted claims of U.S. Patent No. 7,437,475 would not be changed by the granting of the requested Certificate of Correction. Accordingly, Patentee respectfully requests that the Request for Certificate of Correction in the above-identified patent be granted.

It is respectfully requested that a Certificate of Correction be issued. Please send the Certificate to: Gregory M. Howison, HOWISON & ARNOTT, L.L.P., P.O. Box 741715, Dallas, Texas 75374-1715. Authorization is hereby made to charge any additional fees necessary to Deposit Account Number 20-0780/RPXC-26,511.

Respectfully submitted,
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September 8, 2010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	Jeffry Jovan Philyaw
Serial No.:	10/690,485
Confirmation No.:	3853
Filed:	October 21, 2003
Group:	2151
Examiner:	Zarni Maung
For:	METHOD AND APPARATUS FOR UTILIZING AN AUDIBLY CODED SIGNAL TO CONDUCT COMMERCE OVER THE INTERNET

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

AMENDMENT AND RESPONSE TO OFFICE ACTION

This communication is responsive to the Examiner's Office Action mailed April 3, 2008. Reconsideration is respectfully requested.

Amendments to the Specification begin on page 2 of this paper.

A Listing of the Claims begins on page 7 of this paper.

Remarks/Arguments begin on page 12 of this paper.

In the Specification

Please replace paragraph [0002] with the following amended paragraph:

[0002] This application is a Continuation of ~~pending~~ U.S. Patent Application Serial No. 09/491,089 ~~(Atty. Dkt. No. PHLY-24,939)~~ entitled "METHOD AND APPARATUS FOR UTILIZING [[A]] AN AUDIBLY CODED ~~AUDIO/VIDEO~~ SIGNAL TO CONDUCT COMMERCE OVER THE INTERNET," filed on January 20, 2000, now U.S. Patent No. 6,636,896, issued on October 21, 2003, which is a Continuation-in-Part of pending U.S. Patent Application Serial No. 09/382,421 entitled ~~A COMBINED PRODUCT CODE AND INSIGNIA FOR SIGNIFYING AN INTERNAL INTERACTIVE CODE"~~ "A METHOD USING DATABASE FOR FACILITATING COMPUTER BASED ACCESS TO A LOCATION ON A NETWORK AFTER SCANNING A BARCODE DISPOSED ON A PRODUCT," filed on August 24, 1999, which is a Continuation-in-Part of ~~pending~~ U.S. Patent Application Serial No. 09/378,221 entitled "METHOD AND APPARATUS FOR ACCESSING A REMOTE LOCATION BY SCANNING AN OPTICAL CODE," filed on August 19, 1999, now U.S. Patent No. 6,745,234, issued on June 1, 2004, which is a Continuation-in-Part of the following two U.S. Patent Applications: Serial No. 09/151,471 entitled "METHOD FOR INTERFACING SCANNED PRODUCT INFORMATION WITH A SOURCE FOR THE PRODUCT OVER A GLOBAL NETWORK" filed on September 11, 1998, now abandoned and Serial No. 09/151,530 entitled "METHOD FOR CONTROLLING A COMPUTER WITH AN AUDIO SIGNAL" filed on September 11, 1998, ~~and now issued on August 1, 2000 as U.S. Patent No. 6,098,106~~now U.S. Patent No. 6,098,106, issued on August 1, 2000; the present application being related to the following ~~pending~~ U.S. Patent Applications: Serial No. 09/378,219 entitled "INTERACTIVE DOLL" filed on August 19, 1999, now U.S. Patent No. 6,629,133, issued on September 30, 2003; Serial No.~~09/ 378,222~~ 09/378,222 entitled "METHOD AND APPARATUS FOR EMBEDDING ROUTING INFORMATION TO A REMOTE WEB SITE IN AN AUDIO/VIDEO TRACK" filed on August 19, 1999, now U.S. Patent No. 6,970,914, issued on November 29, 2005; Serial No. 09/378,220 entitled "METHOD AND APPARATUS FOR CONTROLLING A COMPUTER FROM A REMOTE LOCATION" filed on August 19, 1999, now U.S. Patent No. 6,526,449, issued on February 25, 2003; Serial No. 09/378,216 entitled "[[A]]METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE

CODE IN THE CONTENT OF VIDEO TAPE MEDIA" filed on August 19, 1999, now U.S. Patent No. 6,643,692, issued on November 4, 2003; Serial No. 09/378,218 entitled "[[A]]METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE CODE IN THE CONTENT OF DVD MEDIA" filed on August 19, 1999, now U.S. Patent No. 7,010,577, issued on March 7, 2006; Serial No. ~~09/378, 217~~ 09/378,217 entitled "[[A]]METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE CODE IN THE CONTENT OF CD MEDIA" filed on August 19, 1999, now U.S. Patent No. 7,043,536, issued on May 9, 2006; Serial No. 09/378,215 entitled "[[A]]METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE CODE IN THE CONTENT OF DAT MEDIA" filed on August 19, 1999, now U.S. Patent No. 6,615,268, issued on September 2, 2003; ~~and related to the following co-pending U.S. Patent Applications filed on even date with the present application: Serial No. 09/ 382,427~~ U.S. Patent No. 6,829,650, issued on December 7, 2004 and entitled "METHOD AND APPARATUS FOR OPENING AND LAUNCHING A WEB BROWSER IN RESPONSE TO AN AUDIBLE SIGNAL;" Serial No. 09/382,426, filed on August 24, 1999 and entitled "METHOD AND APPARATUS FOR COMPLETING, SECURING AND CONDUCTING AN E-COMMERCE TRANSACTION;" ~~Serial No. 09/382,424~~ U.S. Patent No. 6,836,799, issued on December 28, 2004 and entitled "METHOD AND APPARATUS FOR TRACKING USER PROFILE AND HABITS ON A GLOBAL NETWORK;" ~~Serial No. 09/382,425~~ U.S. Patent No. 7,228,282, issued on June 5, 2007 and entitled "METHOD AND APPARATUS FOR DIRECTING AN EXISTING PRODUCT CODE TO A REMOTE LOCATION;" ~~Serial No. 09/382,373~~ U.S. Patent No. 7,117,240, issued on October 3, 2006 and entitled "METHOD AND APPARATUS FOR LAUNCHING A WEB SITE WITH A NON-STANDARD CONTROL INPUT DEVICE;" Serial No. 09/382,374, filed on August 24, 1999 and entitled "METHOD AND APPARATUS FOR ALLOWING A BROADCAST TO REMOTELY CONTROL A COMPUTER;" Serial No. 09/382,371, filed on August 24, 1999 and entitled "METHOD AND APPARATUS FOR LAUNCHING A WEB SITE IN RESPONSE TO SCANNING OF A PRODUCT CODE;" ~~Serial No. 09/382,372~~ U.S. Patent No. 7,284,066, issued on October 16, 2007 and entitled "METHOD AND APPARATUS FOR MATCHING A USER'S USE PROFILE IN COMMERCE WITH A BROADCAST;" Serial No. 09/382,423, filed on August 24, 1999 and entitled "METHOD AND APPARATUS FOR UTILIZING AN AUDIBLE SIGNAL TO INDUCE A USER TO SELECT

AN E-COMMERCE FUNCTION;" ~~Serial No. 09/382,420~~ U.S. Patent No. 6,826,592, issued on November 30, 2004 and entitled "DIGITAL ID FOR SELECTING WEB BROWSER AND USE PREFERENCES OF A USER DURING USE OF A WEB APPLICATION;" Serial No. 09/382,422, now abandoned and entitled "UNIQUE ID FOR IDENTIFYING A USER AND FACILITATING AN E-COMMERCE TRANSACTION;" Serial No. 09/382,377, filed on August 24, 1999 and entitled "METHOD AND APPARATUS FOR LINKING A WEB BROWSER LINK TO A PROMOTIONAL OFFER ~~OVER A GLOBAL NETWORK~~;" ~~Serial No. 09/382,376~~ U.S. Patent No. 6,697,949, issued on February 24, 2004 and entitled "METHOD AND APPARATUS FOR CONTROLLING A USER'S PC THROUGH AN AUDIO/VISUAL BROADCAST TO ARCHIVE INFORMATION IN THE USER'S PC;" ~~Serial No. 09/382,375~~ U.S. Patent No. 7,159,037, issued on January 2, 2007 and entitled "METHOD AND APPARATUS FOR UTILIZING AN EXISTING PRODUCT CODE TO ISSUE A MATCH TO A PREDETERMINED LOCATION ON A GLOBAL NETWORK;" ~~Serial No. 09/379,699~~ U.S. Patent No. 7,321,941, issued on January 22, 2008 and entitled "NETWORK ROUTING UTILIZING A PRODUCT CODE;" and ~~Serial No. 09/379,700~~ U.S. Patent No. 6,701,354, issued on March 2, 2004 and entitled "METHOD FOR INTERCONNECTING TWO LOCATIONS OVER A NETWORK IN RESPONSE TO USING A TOOL."

Please replace paragraph [0041] with the following amended paragraph:

[0041] Referring now to FIGURE 1, there is illustrated a block diagram of a system for controlling a personal computer ("PC") 112 via an audio tone transmitted over a wireless system utilizing a TV. In the embodiment illustrated in FIGURE 1, there is provided a transmission station 101 and a receive station 117 that are connected via a communication link 108. The transmission station 101 is comprised of a television program source 104, which is operable to generate a program in the form of a broadcast signal comprised of video and audio. This is transmitted via conventional techniques along channels in the appropriate frequencies. The program source is input to a mixing device 106, which mixing device is operable to mix in an audio signal. This audio signal is derived from an audio source 100 which comprises a coded audio signal which is then modulated onto a carrier which is combined with the television program source 104. This signal combining can be done at the audio level, or it can even be

done at the RF level in ~~the from~~ the form of a different carrier. However, the preferred method is to merely sum the audio signal from the modulator 102 into the audio channel of the program that is generated by the television program source 104. The output thereof is provided from the mixing device 106 in the form of broadcast signal to an antenna 107 , which transmits the information over the communication link 108 to an antenna 109 on the receive side.

Please replace paragraph [0069] with the following amended paragraph:

[0069] Referring now to FIGURE 14, there is illustrated a flowchart depicting the operation for storing the profile for the user. The program is initiated in a block 1402 and then proceeds to a function block 1404, wherein the system will prompt for the profile upon initiation of the system. This initiation is a function that is set to activate whenever the user initially loads the software that he or she is provided. The purpose for this is to create, in addition to the setup information, a user profile. Once the user is prompted for this, then the program will flow to a decision block 1406 to determine whether the user provides basic or detailed information. This is selectable by the user. If selecting basic, the program will flow to a function block 1408 wherein the user will enter basic information such as name and serial number and possibly an address. However, to provide some incentive to the user to enter more information, the original prompt in function block 1404 would have offers for such things as coupons, discounts, etc, if the user will enter additional information. If the user selects this option, the program flows from the decision block 1406 to a function block 1410. In the function block 1410, the user is prompted to enter specific information such as job, income level, general family history, demographic information and more. There can be any amount of information collected in this particular function block.

Please replace paragraph [0099] with the following amended paragraph:

[0099] It is noted that, when the wand (or tool) is utilized, the program at the PC may recognize this and merely input the user ID in the [[want]] wand (or tool) ID field. Alternatively, the mere receipt of a user ID in association with product code information will trigger the ARS 308 to assume that the want 1600 was utilized. It is only important that the use of the [[want]]

wand (or tool) be recognized and that the user's PC be routed to a location on the network preassociated with that wand (or tool) distributor. Further, it is the routing of the user's PC to a predetermined location on the network based upon the use of a particular tool, a particular type of tool or a general class of tools that elicits the connection. For example, it would be that the network connection is made in response to the [[suer]] user utilizing a bar code scanner. This would connect the user to a website for a general bar code scanner tool. For a disk drive, the program would recognize that a disk drive had been installed (or merely used) and then route the user to the website of the disk drive manufacturer, a competitor of such or even to some marketing firm that wants to contact individuals that use or initiate such a piece of equipment.

In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously Presented) A method for connecting a user PC on a user node on a primary network to a remote node on the primary network, comprising the steps of:

broadcasting from a remote location on a secondary network broadcast information containing video over the secondary network to a location thereon proximate the location of the user PC;

encoding unique information in the broadcast information representative of a location on the primary network of the remote node;

receiving and displaying on a video display conveying to a user the broadcast information at the location on the secondary network proximate the user PC;

connecting the user PC to the remote node utilizing the unique information, and in accordance thereto, in response to receiving the unique information encoded within the broadcast information broadcast over the secondary network; and

prompting the user to interface with the user PC by displaying a video image on the video display conveying the broadcast information to a user at approximately the same time as broadcast of the unique information over the secondary network in association with the broadcast information.

2. (Original) The method of Claim 1 wherein the primary network comprises the Internet.

3 (Previously Presented) The method of Claim 2, wherein the secondary network comprises a television communication link such that the broadcast information comprises a television broadcast wherein the step of broadcasting comprises broadcasting the television broadcast over the television communication link to a television receiver having associated therewith a video display.

4. (Original) The method of Claim 3, wherein the television communication link

comprises a wireless link.

5. (Original) The method of Claim 3, wherein the television communication link comprises a cable connection.

6. (Original) The method of Claim 3, wherein the television broadcast includes audio information.

7. (Original) The method of Claim 6, wherein the step of encoding unique information comprises encoding audio information in the television broadcast.

8. (Original) The method of Claim 7, wherein the encoded audio information comprises a coded unique digital value and wherein the step of connecting comprises the steps of:

transmitting the unique digital value to a remote intermediate location on the primary network;

comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

selecting from the lookup table the one of the network addresses matching the received unique digital code;

transmitting the matching network address back to the user PC; and

connecting the user PC to the matched one of the network addresses returned thereto.

9. (Original) The method of Claim 7, wherein the step of prompting comprises inserting into the television broadcast the video image as an unencoded video signal not representative of the location on the primary network of the remote node, wherein the non-representative video image is visually perceptible by the user and, in response to receiving such video image, the user is prompted to access their PC and the information provided thereon by receipt of the encoded video information and the step of connecting.

10. (Original) The method of Claim 9, wherein the unencoded video image is displayed before the transmission of the encoded unique audio information.

11. (Original) The method of Claim 9, wherein the unencoded image is displayed after the broadcast of the encoded unique audio information.

12. (Original) The method of Claim 6, wherein the step of encoding unique information further comprises encoding video information in the television broadcast.

13. (Original) The method of Claim 12, wherein the encoded audio information and the encoded video information each comprise a coded unique digital value and wherein the step of connecting comprises the steps of:

extracting the unique digital value from either the received encoded unique audio information or the received unique video information;

transmitting the extracted unique digital value to a remote intermediate location on the primary network;

comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

selecting from the lookup table the one of the network addresses matching the received unique digital code;

transmitting the matching network address back to the user PC; and

connecting the user PC to the matched one of the network addresses returned thereto.

14. (Original) The method of Claim 1, wherein the video image is animated.

15. (Original) The method of Claim 1, wherein the step of prompting the user to interface occurs the broadcast of the encoded unique information.

16. (Original) The method of Claim 1, wherein the step of prompting occurs after the

step of broadcasting the encoded unique information.

17. (Original) The method of Claim 1, wherein the video image occupies a relatively small portion of the display and is disposed over the broadcast video information.

18. (Original) The method of Claim 3, wherein the step of encoding unique information comprises encoding video information in the television broadcast.

19. (Original) The method of Claim 18, wherein the encoded video information comprises a coded unique digital value and wherein the step of connecting comprises the steps of:

extracting the unique digital value from either the received encoded unique video information;

transmitting the unique digital value to a remote intermediate location on the primary network;

comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

selecting from the lookup table the one of the network addresses matching the received unique digital code;

transmitting the matching network address back to the user PC; and

connecting the user PC to the matched one of the network addresses returned thereto.

20. (Original) The method of Claim 18, wherein the step of prompting comprises inserting into the television broadcast the video image as an unencoded video signal not representative of the location on the primary network of the remote node, wherein the non-representative video image is visually perceptible by the user and, in response to receiving such video image, the user is prompted to access their PC and the information provided thereon by receipt of the encoded video information and the step of connecting.

21. (Original) The method of Claim 20, wherein the unencoded video image is displayed before the transmission of the encoded unique video information.

22 (Original) The method of Claim 20, wherein the unencoded video image is displayed after the broadcast of the encoded unique video information.

REMARKS

Applicant has carefully reviewed the Office Action dated April 3, 2008. In the Specification, paragraph [0002] has been amended to update the status of U.S. Patent Applications that have issued as U.S. Patents since the filing date of the present application. Paragraphs [0041], [0069] and [0099] have been amended to correct minor typographical errors and no new matter has been introduced.

Claims 1-22 are rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over Claims 1-27 of U.S. Patent No. 6,636,896. A Terminal Disclaimer is submitted concurrently with this response with respect to U.S. Patent No. 6,636,896.

Applicant has now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-26,511 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
HOWISON & ARNOTT, L.L.P.
Attorneys for Applicant

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JUN 25 2004
PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Jeffry Jovan Philyaw
Application No.:	10/690,485
Filed:	October 21, 2003
Title:	METHOD AND APPARATUS FOR UTILIZING A CODED AUDIO/VIDEO SIGNAL TO CONDUCT COMMERCE OVER THE INTERNET
Group:	To Be Assigned
Examiner:	To Be Assigned
Docket No.:	PHLY-26,511

Mail Stop Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on

6/22/04
(Date of Deposit)
Gregory M. Howison
(Name of Person Mailing Document)
(Signature)
6/22/04
(Date of Signature)

PRELIMINARY AMENDMENT

Prior to the initial examination, please amend the above-identified application as follows.

Amendments to the Claims

1. (Currently Amended): A method for connecting a user PC on a user node on a primary network to a remote node on the primary network, comprising the steps of:

broadcasting from a remote location on a secondary network broadcast information ~~containing video~~ over the secondary network to a location thereon proximate the location of the user PC;

encoding unique information in the broadcast information representative of a location on the primary network of the remote node;

receiving and ~~displaying on a video display~~ conveying to a user the broadcast information at the location on the secondary network proximate the user PC;

connecting the user PC to the remote node utilizing the unique information, and in accordance thereto, in response to receiving the unique information encoded within the broadcast information broadcast over the secondary network; and

prompting the user to interface with the user PC by ~~displaying a video image on the video display~~ conveying the broadcast information to a user at approximately the same time as broadcast of the unique information over the secondary network in association with the broadcast information.

2. The method of Claim 1 wherein the primary network comprises the Internet.

3 (Currently Amended): The method of Claim 2, wherein the secondary network comprises a television communication link such that the broadcast information comprises a television broadcast wherein the step of broadcasting comprises broadcasting the television broadcast over the television communication link to a television receiver having associated therewith [[the]] a video display.

4. The method of Claim 3, wherein the television communication link comprises a wireless link.

5. The method of Claim 3, wherein the television communication link comprises a cable connection.

6. The method of Claim 3, wherein the television broadcast includes audio information.

7. The method of Claim 6, wherein the step of encoding unique information comprises encoding audio information in the television broadcast.

8. The method of Claim 7, wherein the encoded audio information comprises a coded unique digital value and wherein the step of connecting comprises the steps of:

transmitting the unique digital value to a remote intermediate location on the primary network;

comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

selecting from the lookup table the one of the network addresses matching the received unique digital code;

transmitting the matching network address back to the user PC; and

connecting the user PC to the matched one of the network addresses returned thereto.

9. The method of Claim 7, wherein the step of prompting comprises inserting into the television broadcast the video image as an unencoded video signal not representative of the location on the primary network of the remote node, wherein the non-representative video image is visually perceptible by the user and, in response to receiving such video image, the user is prompted to access their PC and the information provided thereon by receipt of the encoded video information and the step of connecting.

10. The method of Claim 9, wherein the unencoded video image is displayed before the transmission of the encoded unique audio information.

11. The method of Claim 9, wherein the unencoded image is displayed after the broadcast of the encoded unique audio information.

12. The method of Claim 6, wherein the step of encoding unique information further comprises encoding video information in the television broadcast.

13. The method of Claim 12, wherein the encoded audio information and the encoded video information each comprise a coded unique digital value and wherein the step of connecting comprises the steps of:

extracting the unique digital value from either the received encoded unique audio information or the received unique video information;

transmitting the extracted unique digital value to a remote intermediate location on the primary network;

comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

selecting from the lookup table the one of the network addresses matching the received unique digital code;

transmitting the matching network address back to the user PC; and

connecting the user PC to the matched one of the network addresses returned thereto.

14. The method of Claim 1, wherein the video image is animated.

15. The method of Claim 1, wherein the step of prompting the user to interface occurs the broadcast of the encoded unique information.

16. The method of Claim 1, wherein the step of prompting occurs after the step of broadcasting the encoded unique information.

17. The method of Claim 1, wherein the video image occupies a relatively small portion of the display and is disposed over the broadcast video information.

18. The method of Claim 3, wherein the step of encoding unique information comprises

encoding video information in the television broadcast.

19. The method of Claim 18, wherein the encoded video information comprises a coded unique digital value and wherein the step of connecting comprises the steps of:

extracting the unique digital value from either the received encoded unique video information;

transmitting the unique digital value to a remote intermediate location on the primary network;

comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

selecting from the lookup table the one of the network addresses matching the received unique digital code;

transmitting the matching network address back to the user PC; and

connecting the user PC to the matched one of the network addresses returned thereto.

20. The method of Claim 18, wherein the step of prompting comprises inserting into the television broadcast the video image as an unencoded video signal not representative of the location on the primary network of the remote node, wherein the non-representative video image is visually perceptible by the user and, in response to receiving such video image, the user is prompted to access their PC and the information provided thereon by receipt of the encoded video information and the step of connecting.

21. The method of Claim 20, wherein the unencoded video image is displayed before the transmission of the encoded unique video information.

22 The method of Claim 20, wherein the unencoded video image is displayed after the broadcast of the encoded unique video information.

REMARKS

Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-26,511 of HOWISON, THOMA & ARNOTT, L.L.P.

Respectfully submitted,
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June 22, 2004